

**City of Milpitas  
Economic Development Commission  
Monday, January 12, 2004**

**MINUTES**

**1. Flag Salute**

Chair Diane McDonough called the meeting to order at 6:00 p.m. and led the Commission in the Pledge of Allegiance.

**2. Roll**

Commissioners Present:

Dr. Karl Black	Diane McDonough
Dhaval Brahmbhatt	Donald Peoples
Frank DeSmidt	Michael Pham
Christie Gammon (Alt. No. 1)	Vincent Songcayawon
Joe Gigantino	Tomo Tuong Nguyen (Alt. No. 2).
Ray Maglalang	

Mayor Jose Esteves (Council Liaison)

Commissioners Absent: None

City Staff Present: Thomas Wilson, Joe Oliva, James Lindsay, Cindy Maxwell.

**3. Announcements**

Cindy Maxwell, city staff, noted the Commissioners Recognition Event will be July 23 and asked if any Commissioners would like to attend the presentation of the Joint Venture Silicon Valley 2004 Index. She also indicated the Milpitas High School Digital Business Academy was looking for new Board members and noted they would hold a fundraiser dinner on February 6. Commissioner DeSmidt distributed information on Chamber of Commerce events. Mayor Esteves invited the Commission to attend the January 26 50<sup>th</sup> Anniversary Commemoration Ceremony.

**4. Minutes**

**Motion** to approve the minutes as submitted.

M/S: Brahmbhatt/Black Abstain: DeSmidt and Maglalang

Ayes: Black, Brahmbhatt, Gigantino, McDonough, Peoples, Pham and Songcayawon

The Chair noted that the motion passed.

**5. Citizens Forum**

Richard Ruth, 1673 Quail Drive, Milpitas, described the "report card" the Bay Area Council recently published on housing needs and expressed concern about Milpitas' rating. He

also read portions of a related Mercury News article and discussed an editorial in the Milpitas Post.

Tom Wilson, City Manager, described the Bay Area Council, noted this was their first report on housing and discussed potential discrepancies in the report. Commissioner Ray Maglalang suggested applying for more grant funding from the water district and indicated his support for Commissioner Songcayawon's ideas about solar power.

## **6. Approval of Agenda**

**Motion** to approve the agenda as submitted.

M/S: Black/Songcayawon                      Ayes: Unanimous

## **7. Election**

8. Commissioner Michael Pham nominated Dhaval Brahmbhatt for Chair. Vice Chairman Brahmbhatt withdrew his name from consideration. Commissioner Don Peoples suggested that the current Chair and Vice Chair be retained since they hadn't served a full year.

**Motion** to nominate Diane McDonough for Chair: Peoples/Black                      Ayes: Unanimous

**Motion** to nominate Dhaval Brahmbhatt as Vice Chairman. Peoples/Black

Ayes: Unanimous

## **9. Economic Development Plan Status**

Joe Oliva, city staff, briefed the Commission on the status and history of the selection process for a consultant to prepare an economic development plan. The Commission noted their interest in conducting a business survey and listed various information sources. Mayor Esteves led discussion regarding the proposed project schedule. Mr. Wilson cautioned that the project should not operate under too tight a timetable to encourage a high level of work quality that addresses Milpitas' uniqueness. The Commission expressed interest in reviewing a detailed work schedule prepared by the selected consultant.

## **10. Town Center Proposal**

James Lindsay, city staff, briefed the Commission on the scope and status of a proposal to redevelop a portion of the Town Center with housing and retail. The Commission discussed the proposal's impact on existing businesses in the Town Center and other supermarkets in Milpitas. Mr. Lindsay noted that the city is working to develop a level of affordability in the housing units and discussed planning efforts to provide additional senior housing. Commissioner Black described how new housing and senior housing can affect the school district. The Commission discussed alternatives such as relocating the existing theatres, providing a cultural center on the site, specialty markets, and additional housing. Mr. Ruth noted that market forces generate locational decisions for businesses.

The Commission discussed the appropriateness of creating a subcommittee to review the proposal in more detail and making a recommendation to the Planning Commission. Mr. Lindsay described the review responsibilities of the Planning Commission and City Council for the project. He indicated there was no city or redevelopment agency funding for this

project. The Commission further discussed their role regarding the project. Commissioner Peoples cautioned against attempts to restrict market forces. Ms. Maxwell noted the Commission's bylaws do not authorize review of development projects. Mayor Esteves suggested the City Attorney be consulted regarding the Commission's authority for the Town Center proposal.

**Motion** for staff to report back on the Commission's responsibilities for land development projects at the next meeting: Songcayawon/DeSmidt  
Abstain: Peoples            Ayes: All

## **11. Subcommittee Reports**

### **A. Business Incentives & Retention**

Commissioner Don Peoples distributed a draft report and asked for comments from the Commission. He described the subcommittee's efforts in the nanotechnology sector and discussed possible actions by the city to encourage nanotechnology incubators. Vice Chairman Brahmhatt described opportunities for grant funding for nanotechnology and noted that he was appointed to a special committee in IEEE regarding nanotechnology.

### **B. Legislation**

Commissioner DeSmidt distributed handouts on two legislative proposals and information on the Santa Clara County Coalition of Chambers of Commerce.

### **C. Profile**

Commissioner Songcayawon reported on the subcommittee's recent meeting noting that staff will return with information about various programs related to the community's quality of life. He noted that the subcommittee would also consider merchandise marketing and development of a promotional brochure as short-term projects.

## **12. Customer Feedback Methods**

It was the consensus of the Commission to assign this item to the City Profile Subcommittee for consideration.

## **10. Next Meeting**

It was noted that the next meeting of the commission would be Monday, February 9, 2004 at 6:00 p.m.

## **11. Adjournment**

The Chair adjourned the meeting at 7:30 p.m.

Respectfully submitted,  
Cynthia Maxwell, Principal Analyst